MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

DDM5014 – INTRODUCTION TO DIGITAL MARKETING AND ANALYTICS

(All sections/Groups)

12 AUGUST 2022
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 8 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (10 Marks)

1. In the online marketplace, purchase decisions are influenced by many sources of information. Which of the following are the sources of information?
   I. Company websites
   II. Search results
   III. Customer reviews
   IV. Electronic word of mouth

   A. I, II and III.
   B. I, II and IV.
   C. I, III and IV.
   D. II, III and IV.

Using marketplace analysis, personas, helps to understand the target group's online media consumption, behaviour and relevant types of digital content.

Statement 1

2. Which of the following elements in online marketplace **BEST** to describe for the Statement 1 above?
   A. Internal review.
   B. Search intermediaries.
   C. Customer segments.
   D. Destination sites and platforms.

3. _____ describe firms that can help a company to promote, sell and distribute its products or services, for example, publisher or media sites, comparison search sites, search engines, social networks and blogs.
   A. Consumer personas
   B. Marketplace analysis
   C. Online intermediary sites
   D. Digital marketing intermediaries

4. _____ is a collection and review of information about an organisation's external environment and internal resources and processes in order to refine its strategy.
   A. Internal review
   B. Situation analysis
   C. Marketplace analysis
   D. Marketplace performance

Continued ...

- Age
- Gender
- Income level
- Lifestyle

Statement 2

5. Which of the following type of variables **CORRECT** to describe for the above examples?
   A. Psychographic.
   B. Behavioral.
   C. Demographic.
   D. Physiological.

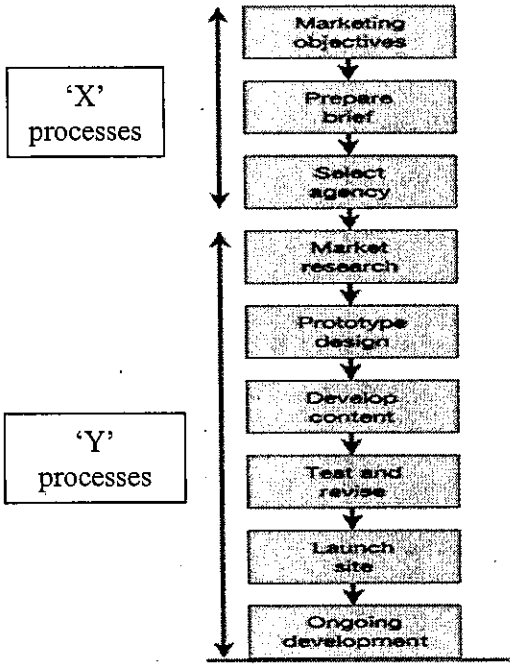


Diagram 1

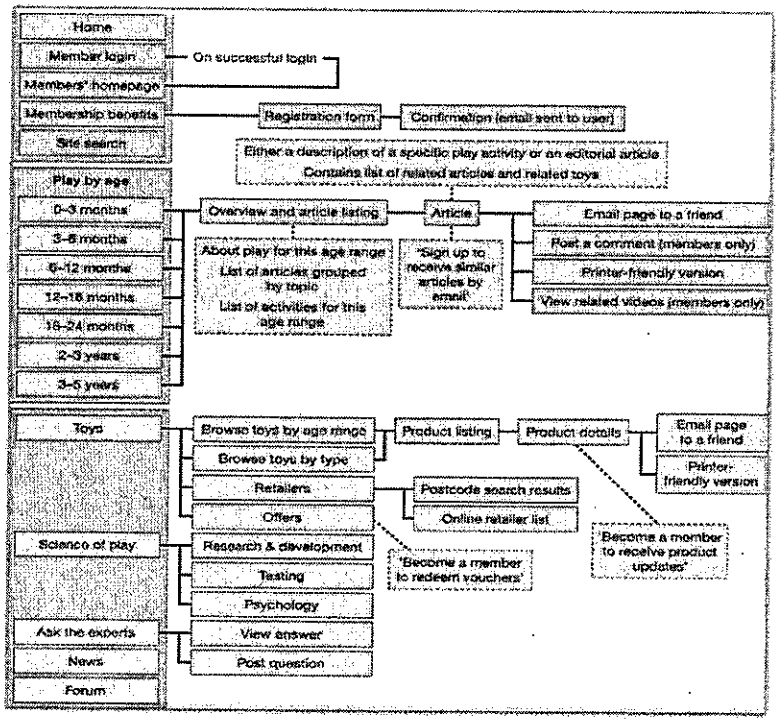
6. Which of the following term can be replace in 'X' and 'Y'?
   A. Development; Initiation.
   B. Initiation; Development.
   C. Transition; Developing.
   D. Developing; Transition.

Continued ...

7. _____ means the senior managers who will effectively be paying for the system from their budgets and also to understand the strategic benefits of the system.
   A. Site owner
   B. Site sponsor
   C. Site designer
   D. Project manager

8. Which of the following components needed in initiation of a digital project?
   I. Selecting a hosting provider
   II. Uniform resource locators (URLs)
   III. Website development
   IV. Domain name selection and registration

   A. I, II and III.
   B. I, II and IV.
   C. I, III and IV.
   D. II, III and IV.



Picture 1

9. Which of the following term is **CORRECT** to describe the Picture 1 above?
   A. Blueprint.
   B. Project timeline.
   C. Wire frames.
   D. Landing pages.

Continued ...

- Site structure (overall structure of site)
- Site style (use of colours, images, layout of each pages)
- Site personality (Formal? Informal?)
- Visual design (speed of downloading graphics, number of colours)

Statement 3

10. Which of the following is **BEST** to describe for the Statement 3 above?
    A. Evaluating designs.
    B. Elements of site design.
    C. Web accessibility requirements.
    D. Personalisation requirements.

(Total: 10 marks)

Continued ...

SECTION B: Structured Questions (90 Marks)

QUESTION 1

Toys "R" Us redefines customer experience with a unified digital solution

Retailer Toys "R" Us has traditionally anchored its business on experiential brick-and-mortar stores, but five years ago, the company embarked on a project to integrate its pan-Asian online and offline retail presence. The success of the Toys "R" Us digital transformation process became even more crucial when the Covid-19 pandemic arrived as the retailer had to pivot quickly to serve loyal customers stuck at home due to government social-distancing orders.

Toys "R" Us chose to partner with Salesforce to adopt a cloud-based solution and create a centralised system across all of its Asian markets. "So, we built a regional team, which supports the local markets, so they could focus on their sales, not the processes of keeping individual websites running," says Tim Halaska. The result was a united team spanning multiple markets, much more engaged and which was ready to ramp up the focus when consumers were forced to shop online. "All the products that are in our stores are on the website, along with consistent pricing." Promotions have been aligned so that they start at the moment an email is sent out. A customer can buy something online right away, or go into a store the next day for the same deal.

Salesforce is a global partner of Toys "R" Us and the two companies agreed at the outset that having multiple sophisticated websites in different markets would not be cost effective. That has brought benefits such as improved cloud-based performance of the integration of offline and online systems making it easier to onboard new brand partners in multiple markets simultaneously. Sharing resources also means smaller digital teams are needed in each market. "Previously, if we wanted to sell Jeffrey (the Toys "R" Us giraffe mascot) online, we would have to take a photo of him in every market, then each one would write the copy, and upload the product individually. Now we can upload that product once and all the markets can have it. The partnership has also allowed Toys "R" Us to connect with its customers and monitor their behaviour both online and in store. In turn, that has enabled better communication with its loyal customers, whether that be through email marketing, on the website or through social communications.

"When Covid hit, stores closed, events went virtual, but people still bought stuff and ate – they just changed the channel, going from physical sites to virtual sites." Retailers who previously derived less than 10 per cent of their overall sales online, are now finding that share has gone up to as high as 30 per cent." Further complicating this picture is that there are more connection points between brands and customers than ever before, such as social-media channels and Tik Tok.

Salesforce, I. R. &, Salesforce, Author's latest articles, Professional Customer Welcome to the new customer experience, Ridley, S., & Asia, I. R. (2021, May 27). *Toys "R" US redefines customer experience with a unified digital solution*. Inside Retail. Retrieved June 19, 2022, from https://insideretail.asia/2021/05/27/toys-r-us-redefines-customer-experience-with-a-unified-digital-solution/

Continued ...

Please answer the following questions based on the article above:

(a) Toys "R" Us chose to partner with Salesforce to create a centralised system across all of its Asian markets, which an example of social customer relationship management (CRM). Identify **THREE (3)** benefits of partnering with Salesforce to support customer engagement. (6 marks)

(b) Briefly describe the **THREE (3)** main types of customer data in a CRM system. (6 marks)

(c) "..... there are more connection points between brands and customers than ever before, such as social-media channels and Tik Tok."

Based on the statement in article above, identify any **THREE (3)** advantages of social media marketing. (3 marks)

(Total: 15 marks)

QUESTION 2

(a) Marketing mix is the series of seven key variables that are varied by marketers as part of customer offering. Identify those **SEVEN (7)** variables. (7 marks)

Pricing models is describing the form of payment, such as outright purchase, auction, rental, volume purchases and credit terms

Statement 4

(b) Based on statement 4 above, briefly describe any **FOUR (4)** innovative pricing approaches. (8 marks)

(Total: 15 marks)

Continued ...

QUESTION 3

(a) Briefly explain the elements of SOSTAC framework. (12 marks)

(b) Internal audit means reviewing the current contribution of the digital marketing activities within an organisation. What are the **THREE (3)** levels that need to be considered in conducting the internal audit? (3 marks)

(Total: 15 marks)

QUESTION 4

(a) Differentiate between E-commerce and E-business. (3 marks)

(b) Digital marketing today is about many more types of audience interaction than simply websites, which involves connecting the following "5Ds of managing digital marketing interactions. Explain any **THREE (3)** Ds that need to assess consumer adoption. (6 marks)

(c) Digital marketing strategy is the series of actions that help you achieve your company goals through carefully selected online marketing channels. Briefly describe the **THREE (3)** main types of media channels. (6 marks)

(Total: 15 marks)

Continued ...

QUESTION 5

(a) What are the **SIX (6)** digital macro-environmental forces? (6 marks)

(b) In handling the changes of technology that increasingly rapidly, there are few things that need to consider as it would give impact to the business operations. Identify any **THREE (3)** key factors to be considered in the digital world. (3 marks)

> Digital marketers should be compliant with the law and adhere to ethical standards. Unethical action can result in serious damage to the reputation of a company and negative sentiment can result in a reduction in online audience or sales.

Statement 5

(c) Based on the statement 5 above, briefly explain any **THREE (3)** regulations that need to be considered in complying with legal forces. (6 marks)

(Total: 15 marks)

QUESTION 6

(a) Briefly explain the **SIX (6)** steps in content management process. (12 marks)

(b) What are the **THREE (3)** stage process in creating and implementing performance management system? (3 marks)

(Total: 15 marks)

End of Paper